

**FACTORS INFLUENCING WOMEN ENTREPRENEURS BUSINESS SUCCESS OF
SMEs IN MALAYSIA**

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**Master of Science (Management)
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FACTORS INFLUENCING WOMEN ENTREPRENEURS BUSINESS SUCCESS OF
SMEs IN MALAYSIA

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ABSTRACT

Small and Medium Enterprise (SME) plays an important role in the economic development of the country. There are an increasing number of women entrepreneurs involve in this sector nowadays. Hence, this paper presents findings of a research study design to investigate the factors that influence women entrepreneurs' business success of SMEs in Malaysia. This research focus on six variables that contribute to the business success namely; financial capital, motivation and goal, social networking, government support, improvisation and adoption of information and communication technology. Questionnaire was used as a method of data collection in this research and has been distributed to 150 women entrepreneurs in Malaysia. Multiple Regression analysis was used to analyze the research hypothesis. Multiple Regression analysis showed that collectively all factors have positive influence on women business success. However, if it indicates individually, motivation and goal and government support factors have no significance influence to women business success. The findings of this study could contribute both theorists and managerial practitioners.

ABSTRAK

Perusahaan Kecil dan Sederhana (PKS) memainkan peranan penting dalam pembangunan ekonomi negara. Terdapat peningkatan jumlah usahawan wanita yang terlibat di dalam sektor ini pada masa kini. Oleh itu, kertas kerja ini membentangkan hasil reka bentuk kajian penyelidikan untuk mengkaji faktor-faktor yang mempengaruhi kejayaan perniagaan usahawan wanita PKS di Malaysia. Kajian ini fokus kepada enam pemboleh ubah yang menyumbang kepada kejayaan perniagaan iaitu; modal kewangan, motivasi dan matlamat, rangkaian sosial, sokongan kerajaan, penambahbaikan dan teknologi maklumat dan komunikasi. Soal selidik telah digunakan sebagai kaedah pengumpulan data dalam kajian ini dan telah diedarkan kepada 150 usahawan wanita di Malaysia. Analisis Regresi Berganda digunakan untuk menganalisa hipotesis kajian. Analisis Regresi Berganda menunjukkan secara kolektif bahawa kesemua faktor mempunyai pengaruh yang positif terhadap kejayaan perniagaan wanita. Walaubagaimanapun, jika ia menunjukkan secara individu, faktor motivasi dan matlamat dan sokongan kerajaan tidak mempengaruhi terhadap kejayaan perniagaan wanita. Hasil kajian ini boleh menyumbang kedua-dua pengamal teori dan pengurusan.

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LIST OF ABBREVIATIONS

Abbreviation	Meaning
BNM	Bank Negara Malaysia
FEM	Federation of Women Entrepreneurs Associate Malaysia
GDP	Gross Domestic Product
GEM	Global Entrepreneurship Monitor
ICT	Information and communication technology
ILO	International Labor Organization
KPWK	Ministry of Women and Family Development
MITI	Ministry of International and Trade Industry
NAAM	New Women's Movement Foundation
NAWEM	National Association Women Entrepreneurs of Malaysia
NEW	New Economic Model
NGOs	Non-governmental Organization
RMK6	Six Malaysia Plan
RMK9	Ninth Malaysia Plan
SME	Small Medium Enterprise
SME Corp.	Small Medium Enterprise Corporation
SMIDEC	Small Medium Industries Development Council

USAHANITA	=	Association of Bumiputera Women Entrepreneurs
WAO	=	Women's Aid Organisation
WEA	=	National Women Entrepreneur Award
WIM	=	Women Institute of Management
WSME	=	Women SME Association of Malaysia

CHAPTER 1

INTRODUCTION

This chapter addresses the introductory part of the research. It basically includes background of the study, statement of the problem, research question, research objectives, significance of the study, research scope, and the limitation of the study.

1.1 Background of the Study

Women constitute a large part of the population of Malaysia (Rozzy, 2009). Great contribution of women to national development has long been recognized. As a wife, mother and children, they are a key pillar in shaping Malaysia generation of more effective and efficient and progressive in future. Women entrepreneurs have contributed significantly to the economic development of the country, both in the jobs created and in the generation of revenue. Even though there is no data about the number of women participation in SMEs, but in the past few decades's women's involvement in small business increased significantly. In fact, there are many women entrepreneurs are increasing in Malaysia (Teoh and Chong, 2008).

Moreover according to Isa and Jusoff (2009), women entrepreneurs play as important role in promoting economic development in Malaysia, as well as help emphasizing employment opportunities. Research has shown the importance of women entrepreneurship has contributed to the overall economic development of the country (Allen, Langowitz, & Minniti, 2007). Although entrepreneurship scholars agree that age,

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